

# Call for Views: Code of Practice for the use of personal information in political campaigns



The ICO's new Code of Practice for the use of personal information in political campaigns will draw from our current Guidance on Political Campaigning, but will be fully updated to ensure it reflects the current Data Protection Act 2018 and GDPR requirements. It will also be widened to cover areas where our investigation found significant concerns or misunderstandings of the law. In addition, it will provide guidance and good practice recommendations to aid compliance.

You can read the full background and legal basis for the production of this code on our website.

Responses to this call for views must be received by **11.59pm on Friday 21 December 2018**

If you would like further information on the call for views please telephone 0303 123 1113 and ask to speak to the Parliament and Government Affairs Department about the call for views on a new Code of Practice for the use of personal information in political campaigns or email [politicalcampaigning@ico.org.uk](mailto:politicalcampaigning@ico.org.uk).

## **Privacy statement**

For this call for views we will publish responses received from organisations but will remove any personal data before publication. We will not publish responses from individuals. For more information about what we do with personal data please see our [privacy notice](#).

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Q1 Do you agree with our understanding of 'political campaigning' and what processing should be covered by the code?

- Yes
- No

Please explain further:

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Q2 Should the code apply to other data controllers in the political campaigning process, beyond registered political parties, electoral candidates, referendum permitted participants and third party campaigners? Eg data controllers processing personal data on behalf of political campaigns, parties or candidates.

- Yes
- No

Please explain further:

Q3 Who should the code also be aimed at ie data brokers, analytical companies, online platforms? (List as many as you think are applicable)

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We propose the code will include the following broad topic areas:

- The role of data controllers in the political campaigning ecosystem;
- Transparency requirements in practice;
- Accountability, security and data minimisation requirements;
- Lawful bases including the new 'democratic engagement' aspect of the 'public interest' basis in the Data Protection Act 2018;
- Using special category data;
- The use of personal data from the Electoral Register;
- Data collection directly from individuals;
- Using personal data collected by third parties;
- Personal data analytics;
- Direct marketing including the application of the Privacy and Electronic Communications Regulations;
- Online advertising and the use of social media;
- Post political campaign/election considerations.

Q4 Do you agree with the proposed topics?

- Yes  
 No

Please explain further:

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Q4c Is there anything we have not listed that ought to be included?

Yes

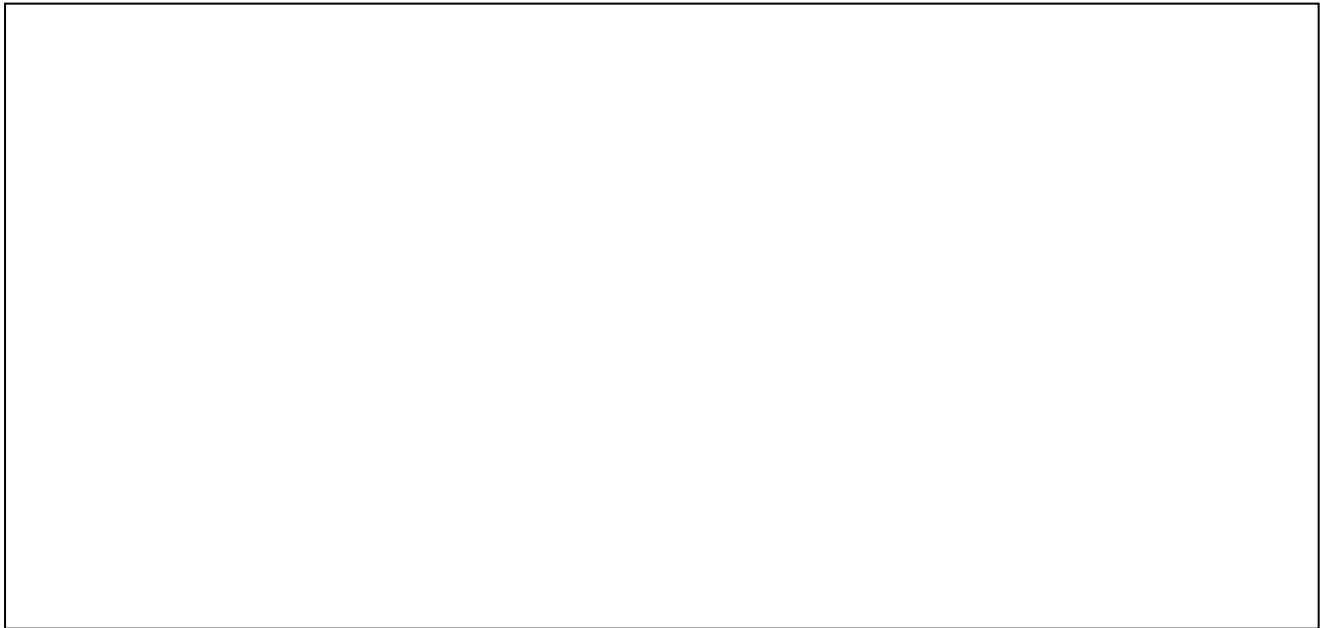
No

Please specify:

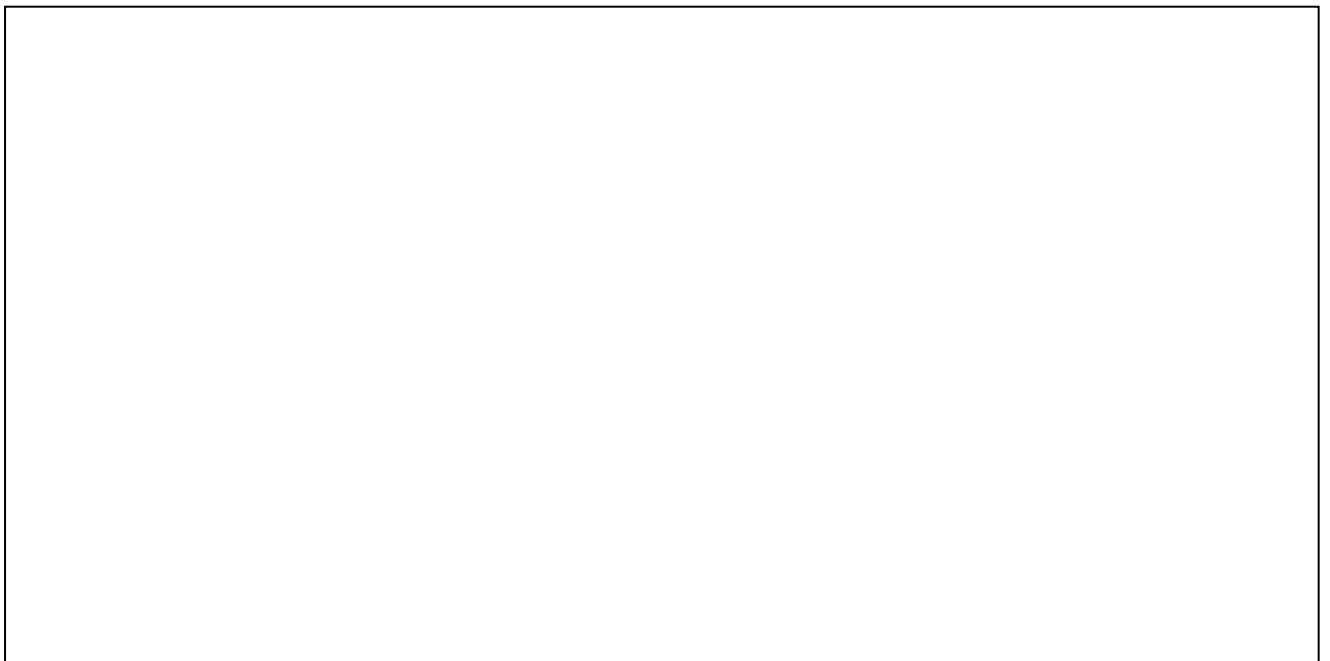
Q4b What topic areas in particular ought to be covered in the most detail?

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Q5 What do you think should be covered in the new code of practice that isn't covered in current political campaigning guidance?



Q6 What factors ought to be taken into account regarding the particular circumstances of different types of election or referenda?



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Q7 Please state any case studies or scenarios you would like to see

included in the code?

Q8 Please state any examples of guidance, tools or good practice you have encountered that could aid compliance in this area, and could be included in the code.

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Q9 Name and contact details:

Q10 Are you responding:

- In your own capacity?
- On behalf of an organisation

Please describe your role and your organisation: